

MINUTES OF THE  
FREMONT ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)  
THURSDAY, July 7, 2011, 8:00 A.M. – 9:30 A.M.  
ARDENWOOD CONFERENCE ROOM  
3300 CAPITOL AVENUE, BUILDING A

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1. **CALL TO ORDER**           The meeting was called to order at 8:07 a.m.

2. **ROLL CALL**

**Commissioners Present:** Bacon, Alternate Commissioner Moore for Bonior, Alternate Commissioner Tehrani for Chang, Alternate Commissioner Hatton for Cox, Tran

**Commissioners Absent:** Dutra, Kraus, Lee

**Staff Present:** Lori Taylor, Economic Development Director  
Christina Briggs, Economic Development Manager  
Kelly King, Recreation Superintendent II  
Kim Marshall, Executive Assistant

3. **APPROVAL OF MINUTES**

The regular minutes of May 5, 2011 were approved. MSC Moore/Bacon, all ayes.

4. **PUBLIC COMMUNICATIONS**

None.

5. **COMMISSIONER/STAFF REPORT ON SECTORS**

**Industrial**

Director Taylor stated that GreenVolts has received an additional \$39 million in Venture Capital funding.

Tesla has begun making tenant improvements and their permit process is going smoothly. They are still scheduled to begin operating their manufacturing line in Spring 2012. They are completing the application process to become a Foreign Trade Zone.

NovaSolar is a new clean tech business that has moved into Fremont and is located in South Fremont, near Solyndra. They develop large scale PV power plants, most recently in China.

### **Retail**

Director Taylor talked about the International Conference of Shopping Centers (ICSC) Las Vegas RECon event. Fremont participated in a “Power Session” presentation highlighting Fremont retail opportunities, in addition to meeting with a variety of brokers and retailers.

### **Chamber of Commerce/Business Associations**

Commissioner Moore shared that the Chamber hosted a Bus Tour to Sacramento to meet with California legislators. They discussed different alternatives to help businesses such as incentives, reduced regulations, potential tax extensions on the ballot, budget reform, and redevelopment. They learned the legislators want specific examples of regulations which have negative impacts on business.

Commissioner Moore talked about the “Made in California” event hosted with Bob Wieckowski. The focus of the event was to learn about the business challenges in California. For example, SBA loans are difficult to get. The event was held at Solyndra and several Fremont companies participated in the sold out event.

The Festival of the Arts will be held August 6 and 7. There are still a few spots left for Business Alley. Let businesses know to contact the Chamber.

The Chamber will be promoting Gourmet Food Trucks and music at Pacific Commons every other Friday. The existing Pacific Commons businesses welcome the extra customers and hope the event helps bring customers to their retailers.

## **6. COMMISSIONER/STAFF REPORT ON CORPORATE SITE VISITS**

None

## **7. COMMISSIONER/STAFF REPORT ON EDAB, JVS, OTHER MEETINGS**

Director Taylor shared that the City of Fremont and Alameda County Workforce Investment Board co-hosted a Job Opportunity Fair focused on the Health Care Industry. There were over 100 attendees at the event presented by the Workforce Investment Board.

Director Taylor stated that the State EDD received more federal money for continued job training for displaced NUMMI workers.

Director Taylor stated that Economic Development Manager Christina Briggs and Economic Development Coordinator Hope Shapiro will attend Semicon next week. There are almost 40 Fremont companies attending the trade show.

National Night Out will be held at sites throughout Fremont on August 2 at 6:00 p.m. If you want to participate, please let Kim know.

The Perkins & Will contract extension will be discussed at the July 19 City Council meeting.

The September 1, 2011 EDAC meeting may change depending on commissioners' vacation schedules. An email will be sent in a few weeks.

## **8. SCHEDULED ITEMS**

### **8.1 What's Happening in Fremont's Community Services (formerly Parks & Recreation)**

Superintendent Kelly King gave an overview of Community Services. Divisions including Landscape Architects, Park Maintenance, and Environmental Services have been added to the former Parks & Recreation Department and the name has been changed to Community Services.

Superintendent King shared that Community Services is a Cost Center meaning that most programs pay for themselves without using tax dollars. The Youth Services Corp, Park Rangers, Olive Hyde Gallery, and Teen Services use General Fund money.

In order to promote their offerings, program advertising includes quarterly publications listing the recreation classes. The summer issue is sent to all households. The other three issues are sent to those who have taken multiple classes. In order to improve their programming, customers can request new classes. If there's an interest, the City will try to offer the class.

There are sponsorship opportunities for businesses including the Kids & Kites Festival (over 10,000 attendees), as well as the Summer Concert Series (Thursday nights at 6:30 p.m. at Lake Elizabeth).

Superintendent King also summarized the Rails to Trails program.

## **9. FUTURE AGENDA ITEMS**

**10. ADJOURNMENT** The meeting was adjourned at 9:20 a.m.